

Message Text

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PAGE 01 TOKYO 02516 151026Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----021914 151035Z /16
P 150835Z FEB 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC PRIORITY 5295

UNCLAS TOKYO 2516

PASS COMMERCE FOR WEIL/GARNITZ, STR

E.O. 11652: N/A
TAGS; BEXP, BTRA, JA, US
SUBJECT: TRADE FACILITATION COMMITTEE: JAPAN IMPORT PROMOTION
MISSION TO THE U.S.--AMBASSADOR'S LETTER TO ACCJ

REF: (A) STATE 36280, (B) TOKYO 2436 AND PREVIOUS

1. SUMMARY: AMBASSADOR HAS URGED THE 500 COMPANY
MEMBERS OF THE AMERICAN CHAMBER OF COMMERCE IN JAPAN
(ACCJ) TO ENLIST THE COOPERATION OF THEIR HOME OFFICES IN
SUPPORT OF THE MARCH 2-17 JAPAN IMPORT PROMOTION MISSION
TO THE U.S. END SUMMARY.

2. FOLLOWING IS TEXT OF AMBASSADOR'S LETTER, DELIVERED
TO ACCJ OFFICE, WHICH ACCJ WILL REPRODUCE
(WITH ENCLOSURES) AND DISTRIBUTE TO CHAMBER MEMBERS.

I AM SURE YOU HAVE HEARD OF THE IMPENDING TRIP
TO THE UNITED STATES OF THE JAPAN IMPORT PROMOTION MISSION
HEADED BY MR. YOSHIZO IKEDA, PRESIDENT OF MITSUI & CO.,
LTD.

THE VISIT OF THIS MISSION IS ONE OF THE FIRST
TANGIBLE RESULTS OF THE RECENT VISIT TO TOKYO OF
AMBASSADOR ROBERT S. STRAUSS. IT REPRESENTS AN
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IMPORTANT DEMONSTRATION OF THE INTEREST OF THE JAPANESE
GOVERNMENT, AND OF JAPANESE BUSINESS, IN EXPANDING IMPORTS
FROM THE UNITED STATES. A SUCCESSFUL MISSION WILL NOT
ONLY HELP BY PROVIDING INCREASED SALES FOR U.S. PRODUCTS,
BUT IT CAN HAVE A SIGNIFICANT IMPACT ON THE GENERAL
PATTERN OF RELATIONS BETWEEN JAPAN AND THE UNITED
STATES.

I WOULD THEREFORE SUGGEST THAT, IF IT IS APPROPRIATE IN YOUR CASE, YOU DRAW TO THE ATTENTION OF THE CHIEF EXECUTIVE OFFICER OF YOUR FIRM IN THE UNITED STATES THE ENCLOSED ITINERARY AND COMPOSITION OF THE MISSION. IT WOULD BE HELPFUL IF YOUR HOME OFFICE WOULD MAKE AN EFFORT TO WORK WITH THE MISSION, DISPLAYING ANY NEW PRODUCTS YOUR COMPANY MIGHT HAVE FOR SALE AND URGING OTHER FIRMS IN THE AREA TO COME FORWARD WITH PRODUCTS THAT MIGHT FIND A PLACE IN THE JAPANESE MARKET.

IN THE UNITED STATES THE MISSION'S PROGRAM IS BEING COORDINATED THROUGH THE FORTY-THREE DISTRICT OFFICES OF THE DEPARTMENT OF COMMERCE, AND I HOPE THAT YOUR HOME OFFICE WILL GET IN TOUCH WITH THE NEAREST ONE TO OFFER ASSISTANCE.

THANK YOU IN ADVANCE FOR ANY HELP YOU MAY BE ABLE TO PROVIDE IN THIS IMPORTANT MUTUAL EFFORT.
END TEXT.
MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 15 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
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TAGS: BEXP, BTRA, JA, US
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